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METALTECH[®]

Co-locating:

autoMEX **MITEC** **KUALA LUMPUR**

**26TH INTERNATIONAL MACHINE TOOLS,
METALWORKING & AUTOMATION
TECHNOLOGY EXHIBITION**

EXHIBITOR MARKETING GUIDE





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MAKE YOUR PRESENCE FELT

To assist you in maximising your exposure at both shows, we have developed this guide to enhance your marketing and promotion activities prior and during the event.

Plan ahead your activities before the show now! If you have further questions or suggestions, please do not hesitate to contact our team below.

FOR EXHIBITING AND VISITING ENQUIRY, PLEASE CONTACT:

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SHOW INFORMATION

METALTECH & AUTOMEX are strictly open to trade, professional and business visitors by invitation and business card registration only.

OPENING HOUR

Tuesday – Thursday
10th -12th November 2020
10:00am – 6:00pm

Friday, 13 November 2020
10:00 am – 5:00 pm



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WELCOMING A NEW ERA AT MITEC

Positioned as an economic catalyst and gateway to Southeast Asia, MITEC spans over 45,000 sqm of purpose-built exhibition space and triple volume exhibition halls with infinite possibilities.

The Venue is the third largest MICE (Meetings, Incentives, Conferences and Exhibitions) venue in the Southeast Asia region and the largest trade and exhibition centre in Malaysia.



PRE-EVENT PROMOTION



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1. E-Newsletter – See Next Section for the Comprehensive Email Marketing Strategy for Exhibitors

E-Newsletters are sent to the entire industry rather than just attendees. Our marketing team will keep the key buyers updated of what is happening. While inviting them to visit your stand at METALTECH & AUTOMEX 2020, we direct them to the official website for further information and to pre-register free of charge.



2. Cross Promotion E-Newsletter to ASEAN Machinery Series Database

Important e-newsletter will reach out to the ASEAN Machine Tools and Metalworking buyers across Thailand, Vietnam, Myanmar, Indonesia and Singapore.



3. Social Media

More and more businesses are getting connected these days through Social Media networks. Our social media profiles (Facebook) reaches out to the industry and drive visitors to the event. If you have an announcement to make we will ensure that it appears in our respective social media networks.

Add us today: <https://www.facebook.com/metaltechmy/>



4. Email Signature

Increase the visibility to your customers so they can see you at the show by adding this image to your company's email signatures. They are designed to both spark conversations that can lead to pre-arranged meetings, and increase the likelihood that your customers will seek-out and visit your booth.



5. Show Update

The show update serves as one of the first publishing content in promoting your presence in METALTECH & AUTOMEX 2020 with your company logo, along with the brands you are carrying.



6. Show Preview

The content-driven Show Preview is designed as a "second teaser" for all the attendees with an updated exhibitor list together with their carrying brands, floor plan and show highlights. Printed in early 2020, the Show Preview serves as an important source of company profiles along with their product showcase.



7. Press Release

Let us know if you are planning to launch or announce any new products or technologies during the show. We will create awareness in advance via our press releases, e-newsletter, website and Show Daily. During the event, we will connect you to the press media.



8. Business Matchmaking

The face-to-face business matchmaking programme is aimed at assisting all buyers and suppliers to make their critical connections and conduct necessary meetings during or after the event. You can refer to the Business Matchmaking Programme guidelines in the next section.



9. Direct Mail

We acknowledge the importance of inviting your clients to visit you at the show. We will mail on your behalf a complimentary visitor invitation to your client or potential visitor list. Alternatively, we can send you a limited number of invitation tickets and you can mail them yourselves.



10. VIP Tele-invitation

We will have a dedicated professional team whose responsibility is to build relationships with industry professionals and invite them to attend the event. Send us your VIP list containing the following details – company name, individual name, email, job title and valid telephone number and we will follow up with them on your behalf.



11. Buyer's Guide

METALTECH & AUTOMEX 2020 Buyer's Guide is the official show guide for trade visitors and buyers and will be distributed to all attendees three weeks before the show. The buyer's guide serves as the vital link between buyers and suppliers, allowing buyers to quickly search your stand.



12. SMS & Whatsapp Blast

Keeping up with today's fast paced technology, a SMS & Whatsapp reminder proves to be both cost effective and an excellent means of reminding our client database of the impending event. Most importantly, we can include your database in our broadcast.



13. Show Directory

You can include your company profile in the official Show Directory to be distributed to key trade buyers. You can also advertise in the Show Directory to promote both your products and services to targeted audiences.



E-NEWSLETTER TIMELINE

Q. How do I align my business with the marketing and promotional activities from the organiser to increase booth traffic to my booth?

A. Every exhibitor should anticipate the battle for trade visitor's attention at the show floor. We provide a comprehensive and cost effective marketing strategy exclusively for the exhibitors, to assist in their brand awareness before, during and after the show.

9 months out	Distribution of Show Update The Show Update together with your branding begins to roll out 9 months before the show. Your early participation helps all the buyers to identify your brands in advance and set up business meetings during the show.
6 months out	E-Invitation to Prospective Clients Visitor pre-registration will commence six months before and ends on the last day of the show. This is where we will begin our extensive email marketing campaign to all the UBM's Machinery Series database and inviting them to the show.
3 months out	Visitor Pre-registration Opens We integrate a personalised e-invitation into the e-newsletter so your visitors can reach your booth easily. Send us your VIP list containing the following details – company name, individual name, email address, job title and a valid telephone number and we will do the rest.
2 months out	Distribution of E-Show Preview Our E-Show Preview will be ready two months before the show and sent via email to all the database, preparing them in advance to source for all the company profiles along with your product showcase.
1 months out	Finding Buyers for Business Matchmaking Programme The business matchmaking service is provided to all exhibitors at no cost. Once you have registered for the programme, we will do our best to match the right buyers for you. A special e-newsletter with your company name, logo, product showcase and a short description will be sent to all prospective buyers around the world.
3 weeks out	Distribution of E-Buyer's Guide The Exhibition Buyer's Guide is the vital commercial link between buyers and suppliers, which we will sent via email to all database 3 weeks before the show.
2 weeks out	Special E-Newsletter Issue on Product Debuting products and technologies or any latest announcement can be included in our special e-newsletter sent during the last few weeks before the event. This will significantly increase your trade fair appearance.
SHOW DAY	E-Show Daily A summary on the event activities that happened on each day will be published in the e-show daily. This can be a great reminder for all trade visitors to visit your booth.
1-2 weeks after the show	Follow up Email A follow-up email will be sent to all the trade visitors to connect the leads that were established during the show days.

WHAT IS BUSINESS MATCHMAKING PROGRAMME?

The business matchmaking programme is aimed at assisting all buyers and suppliers to make critical connections and conduct necessary meetings during or after the event.

Business Matchmaking Programme 2019 Statistics

Number of B2B
Pre-scheduled Meetings :

**270
MEETINGS**



How Does It Works for the Exhibitors?

- The business matchmaking service is provided to all exhibitors of METALTECH and AUTOMEX at no cost.
- All exhibitors will automatically be registered for the Business Matchmaking programme.
- The business matchmaking registration link will be provided to all confirmed exhibitors nearer to the show. The registration form must be completed and it is advisable to provide as much information as possible for the business matchmaking platform to identify and match the potential buyers. Not only does this ensure better meeting arrangements, it also enables the seller to specify any needs or planning that is important to them prior to the meetings.
- The business matchmaking platform will identify and match the right buyers based on both party's requirements.
- The confirmed exhibitors will be informed through email for the pre-arranged meeting sessions. The meeting schedule will provide you with the information about the date, time and who you are going to meet.
- All meetings will take place on the exhibitor stand.

AT THE EVENT

Please be at your booth at least 10 minutes before your first meeting. Our staff will be at your disposal during the whole event.



How the Business Matchmaking Will Benefits Me or My Business?

Meet face-to-face and establish a direct and personal contact with decision makers of purchasing companies.

To identify business growth opportunities and trends in Southeast Asia region.

Instantly promote your company and its products, services and technology globally.

FOLLOW-UP

After the event, an evaluation of the meetings and the event will be requested. Your feedback will help us to improve our service.



TIPS

Please provide us with as much information as possible. The business matchmaking service will match you with any potential buyers based on both party requirements.

If you need further assistance, please contact Ms. Lee Pui Teng at +603 9771 2625 or email puteng.lee@ubm.com

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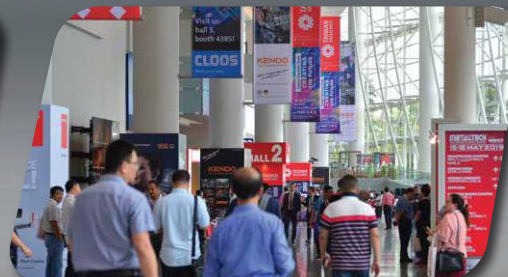
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ADVERTISING & SPONSORSHIP

Sponsorship impacts on the visitor more powerfully than any other tool. Your company can now take advantage of a number of unique advertising & sponsorship packages at the show. The opportunities are diverse and vary in price and style, appealing to a wide range of exhibitors who wish to put their business front and centre!

Contact Ms. Kelly Liao at Kelly.Liao@informa.com or call +603 9771 2637 to discuss your own unique packages!





PLATINUM SPONSORSHIP

As our Platinum Sponsor you will receive the following exposure prior to, during and post event:

EXCLUSIVE LIMITED TO 1 COMPANY

Online Branding:

- Logo on the event website with a hyperlink to your company website with the title of 'Platinum Sponsor'
- Company profile under the 'Sponsors' section of the event website
- Social media mention in all available platforms
- A website banner advertisement on the event website from until end of event

Newspaper Advertisement:

- Logo on newspaper advertisement branded as 'Platinum Sponsor'

Show Directory:

- Logo on the Show Directory as 'Platinum Sponsor'
- One complimentary full-page back cover colour advertisement in the METALTECH 2020 Show Directory

Buyer's Guide:

- Logo on the Buyer's Guide as 'Platinum Sponsor'
- One complimentary banner advertisement in the Buyer's Guide
- Product write-up under the 'Sponsors Highlight'

Show Daily:

- Logo on the Show Daily as 'Platinum Sponsor'
- One Complimentary banner advertisement in the Show Daily
- Product write-up in the Show Daily

Onsite Signage and Registration:

- Floor signage to exhibitor stand
- Logo included on registration counter arch as 'Platinum Sponsor'
- Pillar Wrap Advertisement

Industrial Seminar:

- 4 complimentary passes (names to be provided 1 month before the event)

Opening Ceremony:

- Logo to be listed as the 'Platinum Sponsor' on the official backdrop to be displayed during the opening ceremony
- 3 Complimentary VIP seats at the Opening Ceremony of the show



GOLD SPONSORSHIP

As a Gold Sponsor you will receive the following exposure prior to, during and post event:

LIMITED TO
2 COMPANIES

Online Branding:

- Logo on the event website with a hyperlink to your company website with the title of 'Gold Sponsor'
- Company profile under the 'Sponsors' section of the event website
- Social media mention in all available platforms
- A website banner advertisement on the event website until end of event

Show Directory:

- Logo on the Show Directory as 'Gold Sponsor'
- One complimentary full-page inside back cover colour advertisement in the METALTECH 2020 Show Directory

Buyer's Guide:

- Logo on the Buyer's Guide as 'Gold Sponsor'
- One complimentary banner advertisement in the Buyer's Guide
- Product write-up under the 'Sponsors Highlight'

Show Daily:

- Logo on the Show Daily as 'Gold Sponsor'
- One Complimentary banner advertisement in the Show Daily
- Product write-up in the Show Daily

Onsite Signage and Registration:

- Logo included on registration counter arch as 'Gold Sponsor'
- Pillar Wrap Advertisement

Industrial Seminar:

- 3 complimentary passes (names to be provided 1 month before the event)

Opening Ceremony:

- Logo to be listed as the 'Gold Sponsor' on the official backdrop to be displayed during the opening ceremony
- 2 Complimentary VIP seats at the Opening Ceremony of the show



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SILVER SPONSORSHIP

As a Silver Sponsor you will receive the following exposure prior to, during and post event:

**LIMITED TO
3 COMPANIES**

Online Branding:

- Logo on the event website with a hyperlink to your company website with the title of 'Silver Sponsor'
- Social media mention in all available platforms

Show Directory:

- Logo on the Show Directory as 'Silver Sponsor'
- One complimentary full-page colour advertisement in the METALTECH 2020 Show Directory

Buyer's Guide:

- Logo on the Buyer's Guide as 'Silver Sponsor'
- Product write-up under the 'Sponsors Highlight'

Show Daily:

- Logo on the Show Daily as 'Silver Sponsor'
- One Complimentary banner advertisement in the Show Daily

Onsite Signage and Registration:

- Logo included on registration counter arch as 'Silver Sponsor'

Industrial Seminar:

- 2 complimentary passes (names to be provided 1 month before the event)

Opening Ceremony:

- Logo to be listed as the 'Silver Sponsor' on the official backdrop to be displayed during the opening ceremony
- 1 Complimentary VIP seat at the Opening Ceremony of the show

Commencing from the date of the sponsorship contract until the end of the show

SEMINAR SPONSORSHIP OPPORTUNITIES



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Seminar Main Sponsorship

As the Seminar Main Sponsor, you will be the exclusive headline sponsor for the Industrial Seminar. This opportunity provides you unparalleled branding and exposure in front of a highly relevant and senior-level audience. Package benefits include:

Pre-event Branding

- Your company logo positioned as the Seminar Main Sponsor on the event website
- Your company logo and 250 words profile to be included in the 'Sponsors' section of the event website branded as the 'Seminar Main Sponsor'
- Your company name to be included in press releases as 'Seminar Main Sponsor'
- Your company logo on Buyer's Guide (subject to compliance with deadlines)
- Your company logo on Show Directory (subject to compliance with deadlines)

At the Event

- Dedicated presentation session (exact participation to be agreed with seminar manager)
- Your company bunting to be displayed at the registration area
- One (1) full-page colour advertisement in the official Show Directory
- Opportunity to display company material at seminar area
- 6 complimentary passes for the seminar



Seminar Lunch Sponsorship

As a Seminar Lunch sponsor your brand will be prominently displayed throughout the lunch area. It is also an area where delegates and speakers congregate and network with each other.

Sponsorship package includes:

- 3 Corporate rollup banners positioned around the seminar lunch area (banners to be provided by sponsor)
- Branding on lunch high table (layout may fluctuate depending on venue)
- Opportunity to display company material at the lunch area
- Logo on marketing collateral as "Seminar Lunch Sponsor"



Seminar Tea Break Sponsorship

The Seminar Tea Break Sponsorship allows you to create an everlasting impression of your brand in designated tea break area.

Sponsorship package includes:

- 2 Corporate rollup banners positioned around the seminar tea break area (banners to be provided by sponsor)
- Branding on tea break high table
- Opportunity to display company material in the designated tea break area.
- Logo on marketing collateral as "Seminar Tea Break Sponsor"

SEMINAR SPONSORSHIP OPPORTUNITIES

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Seminar Networking Sponsorship

The cocktail networking will be attended by participants of the seminar. This is a great opportunity for your company to be seen by industry leaders and acknowledge your presence.

Sponsorship package includes:

- 2 Corporate rollup banners positioned around the networking area (banners to be provided by sponsor)
- Branding on each table (layout may fluctuate depending on venue)
- Opportunity to display company material at the event
- Logo on show website as 'Seminar Networking Sponsor'
- Logo on marketing collateral as 'Seminar Networking Sponsor'
- Mention of your company name during the event as the sponsor



Seminar Bag Sponsorship

Increase your exposure by becoming the delegates bag sponsor. Seminar delegates will receive a carrier bag at the registration desk. Your company logo will be printed on one side of the bag, with the show logo on the other side. This is an exceptional branding opportunity, not to be missed!

Sponsorship package includes:

- Your company logo printed on the bag
- Production of bags
- Opportunity to place marketing collateral provided by the sponsor in the bag
- Bag to be distributed to delegates at the seminar registration desk



Seminar Souvenir Sponsorship

Imprinted souvenir and gifts will leave a lasting impression. It can be personalised or branded with your company logo or business message. Every seminar delegates will receive a souvenir at the registration desk.

Sponsorship package includes:

- Your company logo/message printed on the souvenir (to be provided by sponsor)
- Production of souvenir
- Souvenir to be distributed to all delegates at seminar registration desk

UNIQUE SPONSORSHIP OPPORTUNITIES



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Visitor Lanyards

Your company logo will feature on all visitor's lanyards, providing you exposure to all attendees.



Visitor Badges

Your company logo will feature on all visitor badges, providing you exposure to all attendees.



Opening Ceremony

Your company will be listed as sponsor on the backdrop to be displayed during the opening ceremony, raising your profile and providing you exposure to key government agencies, VIPs, media outlets and trade associations.



Carrier Bag

Place your logo on the most sought sponsorship option, the carrier bag! Visitors of the show will receive a carrier bag at the registration counter. Your company logo will be visible throughout the entire show and beyond.



Shuttle Van

Your company logo will be featured on the shuttle van, which will be in operation during all 4 days of the show.



Appreciation Night

Your company logo will be featured prominently at our Appreciation Night, providing you exposure to the full range of all attendees. You will also receive a credit mention during the evening.



Show Directory

You can feature a full-page colour advertisement in the official Show Directory.



Show Daily

You will receive a banner advertisement in Show Daily publication for the show, to be distributed to all attendees.



Pillar Wrap

You can have your advertisement mounted on partition surrounding the pillar.

Terms and Conditions:

1. Sponsorship will be provided on a first-come-first-served basis.
2. The organiser reserves the right to amend the terms of sponsorship (including sponsorship benefits) without prior notice.
3. Sponsor to provide artwork for every advertisement.
4. Sponsor must adhere to the following sizes for Show Daily and Show Directory advertisements:
 - a) Show Directory Advertisement: 14.8cm (w) x 21cm (h).
 - b) Show Daily Advertisement: 13.3cm (w) x 18.5cm (h).
5. All artwork must be submitted before 28 February 2020



EXHIBITOR CHECKLIST

You may use the following check list to make sure you are not missing any vital and exclusive marketing & promotions offered by the organiser.

- ☐ **Exhibitor E-Manual**
Submit the compulsory forms required in the exhibitor manual by the given deadlines.

- ☐ **Email Signature**
Upload the METALTECH or AUTOMEX email signature to your website or email account

- ☐ **Press Releases**
Send us the latest press releases, news and product launch information

- ☐ **Social Media**
Share and Like our Facebook Page and share with us any latest news that you have. Visitors can easily follow you on our social media platform

- ☐ **Business Matchmaking Programme**
Provide all your details while registering for the Business Matchmaking Programme

- ☐ **Show Preview & Buyer's Guide Entry**
Send to us your product artwork (High Res JPEG/AI) along with a short description of the products that you bringing along to the show

- ☐ **Show Directory Entry**
Send to us your artwork (High Res JPEG/AI) for the Show Directory entry

- ☐ **VIP Nomination**
Nominate all your VIPs clients and we will invite them on your behalf

- ☐ **Sponsorship**
Become a sponsor at METALTECH or AUTOMEX

- ☐ **E-Newsletter**
Send e-mails to your clients and prospects to visit your booth at the show by using our exclusive email marketing campaign for exhibitors

- ☐ **Invitation Ticket**
Get the complimentary invitation tickets from the organiser and you may invite your current and potential clients to meet you during the show.

- ☐ **Advertising**
Purchase the advertisement slot in our Show Preview, Show Directory and Show Daily

Please feel free to contact us if you have any further questions or concerns. You can also send the latest news/product information to the following email addresses.

Marketing Department
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Mr. Tan Kian Yap
E: Kian yap.Tan@informa.com

Advertising & Sponsorship
Ms. Kelly Liau
E: Kelly.Liau@informa.com

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